

CULTURE GUIDE

The
funds**2**orgs[®]
Group Way



Hey there,

Welcome to the team! We're all so happy you're here!

This culture guide is your playbook for the "Funds2Orgs Group Way" and is so much more than just words on the page. They are the values and ethos that our team lives by every day. When you understand and embrace them, the rest follows.

These values help our team communicate better, collaborate, and find real meaning in the work we do as a global social enterprise. Our culture guide isn't corporate jargon -- and in your time here, you'll see it's the real deal.

We want you to DO YOU because when everyone can be who they are, they bring their gifts and energy to the table. You were hired for your personality, talent, perspective, ideas, and energy. Your voice matters in our company, so let us know what you think!

We're glad to have you join our team and create a better world with greater impact.

Sincerely,

Wayne Elsey
Founder
#YouMatter

MEET Sneakster®

Our Mascot & Heart of the Movement

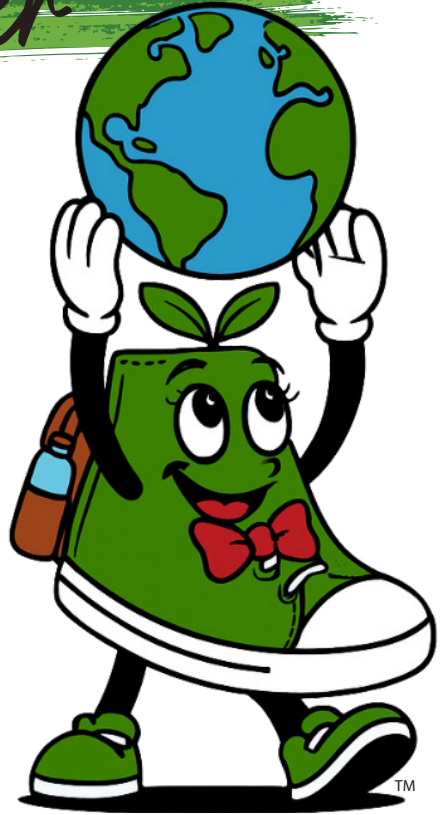
Sneakster® is our green sneaker mascot with a red bowtie, a backpack, and a whole lot of heart. She's the spirit of what we do—turning gently worn, used and new shoes into real opportunities around the world.

She stands for sustainability, community-driven fundraising, and the power of reuse. No selling. No asking for donations. Just people coming together to make a difference.

You'll see her riding in our big truck, popping up on collection boxes, and cheering on schools, nonprofits, and community groups as they run their shoe drive fundraisers.

Sneakster® reminds us that changing the world doesn't have to be complicated. Sometimes it just takes a pair of shoes and people who care.

One pair at a time, we're creating opportunity.



OUR *Vision*

CREATING OPPORTUNITIES
locally TO IMPACT
PEOPLE *globally.*



OUR *Mission*

We empower communities to thrive with fundraising solutions that support micro-enterprises and create a positive environmental impact.

CORE Values

We hold the following values in high esteem, and will make decisions based on these principals.



- Do you! **#YOUMATTER**
- We embrace our differences and approach everything we do with respect.
- Bring your best self to work. Own your actions and decisions.



- Answer the phone and deliver excellence.
- Create positive experiences that make a difference.
- We are all about surprising, delighting, and **WOWING** in everything we do.



- We are better together. **WE** not I.
- Follow the golden rule - treat others as you would like to be treated.
- Collaborate toward our shared purpose.

CORE Values



- Everything and everyone is a work in progress.
- We embrace new ideas and encourage growth at all levels.
- **MAXIMIZE** results and strive to be better every day.



- Be reliable, flexible and embrace change.
- Step outside the box to find new solutions.
- Build trust, take initiative and be a **LEADER**.

BRAND *Personality & Promise*

Our partners love
us because we are...

Responsive
Personable
Engaging
Helpful
Knowledgeable
Organized

Funds2Orgs is the worldwide leader in shoe drive fundraising. We uniquely offer a community friendly no cost fundraiser that makes people feel accomplished, grateful, and excited.

ASPIRATIONAL *Identity*



We have created a club of **Fundraising Champions:**

They are passionate, driven, action oriented, socially active community leaders.

They love to see people thrive, and they believe in fighting for causes that will have a positive impact on their communities.





They fight for what is right and support environmentally friendly causes.

They want to look back and know that they have a legacy of making a difference in the lives of others.

They truly are
FUNDRAISING CHAMPIONS!



funds2orgs®



THE FUNDS2ORGS GROUP WAY

In short, respect all with humility and patience. Empathize with others and invest in their success. Innovate with speed and passion. Act as an owner, doer, and as one team. Deliver WOW-ism beyond expectations and you'll go far!

#YouMatter